

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) An advertisement presentation system comprising:  
user schedule information storage means for storing user schedule information;  
advertisement data storage means for storing advertisements to be presented in conjunction with schedule information when a user consults his schedule information;  
advertisement information input means for inputting advertisement information to be stored with the advertisements, the advertisement information including at least one keyword corresponding to the advertisements that are input by an advertiser;  
interest estimation means for estimating, from the user schedule information stored in the user schedule information storage means, which advertisements a user will be interested in; and  
advertisement presentation means for presenting to a user, along with the user's schedule information, advertisements that the interest estimation means has estimated will be interesting to the user.

2. (Original) An advertisement presentation system according to Claim 1, wherein:

the interest estimation means includes means for consulting a knowledge database in which has been stored information relating to what sort of advertising service a certain schedule item corresponds with, and for extracting, from the user's schedule information, a keyword for retrieving the associated advertisement data; and

the advertisement presentation means includes means for using the keyword extracted by the interest estimation means to associate advertisement data that matches the keyword with user schedule information, and for presenting this advertisement data along with the user schedule information.

3. (Original) An advertisement presentation system according to Claim 1, wherein:

the advertisement data storage means stores geographical region data serving as a condition for presenting an advertisement;

a user whereabouts estimation means is provided for estimating, from the user's schedule information in the user schedule information storage means, which geographical region the user is currently in; and

the advertisement presentation means includes means for associating advertisement data that corresponds to this estimated user whereabouts with a user's schedule information, and for presenting the advertisement data along with the schedule information.

4. (Currently Amended) An advertisement presentation system according to Claim 1, which includes means for storing as user schedule information in the user schedule storage means, as a result of user input of desired advertisement categories, advertisement data that has been presented along with user schedule information;

wherein the interest estimation means includes means for estimating, from this advertisement data stored as schedule information, which advertisements the user will find interesting.

5. (Currently Amended) A server to which user terminals are connected via a network, this server comprising:

user schedule information storage means for storing user schedule information that has been input from the user terminals;

schedule output means for outputting user schedule information from the ~~aforementioned~~ user schedule information storage means when there has been an access from a user terminal;

advertisement data storage means for storing advertisement data that has been input from an advertising provider, advertisement data including at least one keyword corresponding to an advertisement that is input by an advertiser; and

means for associating the advertisement data stored in this advertisement data storage means with the user schedule information from the user schedule information storage means;

wherein:

the means for establishing this association includes interest estimation means for estimating, from the contents of the user schedule information, which advertisements the user will be interested in;

~~this~~ the interest estimation means includes means for consulting a database in which has been stored information relating to what sort of advertising service a particular schedule item corresponds with, and for extracting a keyword serving to extract advertisement data that corresponds with the stored user schedule information; and

~~there is provided~~ advertisement presentation means which uses the keyword extracted by the interest estimation means to ~~associate~~ compare with the at least one keyword of the advertisement data that matches the keyword with the ~~aforementioned~~ user schedule information, and which presents the advertisement data in question along with the user schedule information when the comparison indicates a match.

6. (Original) A server according to Claim 5, wherein:

the advertisement data storage means stores geographical region data serving as a condition for presenting an advertisement;

a user whereabouts estimation means is provided for estimating, from the user's schedule information in the user schedule information storage means, which geographical region the user is currently in; and

the advertisement presentation means includes means for associating advertisement data that corresponds with this estimated user whereabouts with a user's schedule information, and for presenting the advertisement data along with the schedule information.

7. (Previously Presented) A server according to claim 5, which includes means for storing as user schedule information in the user schedule storage means, as a result of user input, advertisement data that has been presented along with user schedule information.

8. (Currently Amended) User operable terminal equipment connected via a network to a server equipped with user schedule information storage means in which user

schedule information can be stored, and with advertisement data storage means in which advertisement data has been stored; this terminal equipment comprising:

schedule information input means for inputting user schedule information to the user schedule information storage means;

advertisement information input means for inputting advertisement information to be stored with the advertisement data, the advertisement information including at least one keyword corresponding to an advertisement that is input by an advertiser; and

display means whereby, as a result of user control, the schedule information storage means is consulted, and the schedule information of the user in question is acquired and displayed;

wherein:

the display means comprises means for displaying, along with the acquired user schedule information, advertisement data stored in the advertisement data storage means of the server, said displayed advertisement data being that for which advertisement information associated with the user schedule information has been distributed along with the schedule information; and

the advertisement data to be distributed along with this schedule information is advertisement data indicated by an advertisement item estimated to be of interest to the user on the basis of the input user schedule information, based on a comparison of a keyword extracted based on the interest of the user with the at least one keyword of the advertisement data.

9. (Previously Presented) A storage medium in which have been stored programs which, by being installed in an information processing unit, implement the schedule and advertisement presentation system set forth in claim 1.

10. (Previously Presented) A storage medium in which have been stored programs which, by being installed in an information processing unit, implement the schedule and the server set forth in claim 5.

11. (Previously Presented) A storage medium in which have been stored programs which, by being installed in an information processing unit, implement the schedule and the terminal equipment set forth in claim 8.

12. (New) An advertisement presentation system according to Claim 1, wherein the advertisement information input by the advertiser by way of the advertisement information input means further includes an advertisement valid time period and advertisement distribution conditions.

13. (New) An advertisement presentation system according to Claim 2, wherein the advertisement presentation means matches the at least one keyword corresponding to at least one of the advertisements that are input by the advertiser, with the keyword extracted by the interest estimation means, and if there is a match, the at least one of the advertisements is presented to the user along with the user schedule information.

14. (New) An advertisement presentation system according to Claim 2, wherein the advertisement information input by the advertiser by way of the advertisement information input means further includes an advertisement valid time period and advertisement distribution conditions,

wherein the advertisement presentation means matches the at least one keyword corresponding to at least one of the advertisements that are input by the advertiser, with the keyword extracted by the interest estimation means, and if there is a match, the at least one of the advertisements is presented to the user along with the user schedule information only when the advertisement valid time period matches with a particular user schedule time period of the user schedule information.

15. (New) A server according to claim 5, wherein the advertisement data storage means further stores an advertisement valid time period and advertisement distribution conditions as part of the advertisement data for each of the advertisements.